

Editorial

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This issue of ABAC ODI Journal Vision. Action. Outcome. presents articles exemplifying the interplay of theory, research and practice in various organizations in Asia.

The article on “The Impact of ODI Coaching on Transformational Leadership and Employees' Perception of Supply Chain Integration and Organizational Performance” by Devie and Jay Finkelman presents the results of interventions on leadership styles that effected organizational performance and effectiveness of a bakery in Indonesia.

Yupawa Banyongrakkul and Ann Clancy's article on “Developing Cross Cultural Competency of Local Staffs and Expatriates to Contribute to Job Satisfaction through action research in the Business Development Unit (BDU) in MICTDC” focus on the effects of cross cultural training on job satisfaction of local staff in dealing with foreign expatriates in business organizations in Myanmar. Using change interventions results show in an increased level of cross cultural competence and increased level of job satisfaction on the part of both the local and expatriate staff.

The article titled “A Positive Mindset in the Service Industry towards Enhancing Employees' Competencies, Confidence, Performance, English Proficiency and Customer Delight: A Case Study of the Montien Riverside Hotel Bangkok” authored by Chaloeuwut Ponsamritinan and Rita Fields designed appropriate organizational development interventions for enhancing employees' competencies, confidence, performance, English proficiency and customer delight for the focal company where its nature of business is in hospitality industry.

Nisada Wedchayanon conducted a study on “The Factors Affecting the Transfer of Training: A Case Study of the Metropolitan Waterworks Authority of Thailand” and results revealed that the influential factors on the transfer of training enhance behavioural changes impacting organizational culture.

The Factors Affecting Healthy Lifestyle and Attitude Towards Organic Foods: A Case Study of People Living in Bangkok, Thailand by Aunchisa Charoenpanich and Rawin Vongurai indicated that health consciousness, environmental concern, food safety concern, and subjective norm have positive impacts on the attitude towards organic foods while healthy lifestyle does not have an impact on an attitude. Raising an awareness of chemical-free foods and the environmentally friendly practice of an organic farming are key strategies in developing the food market in Thailand's urban society.

“Writing the Play *Chui Chai Saneha*: Using Structure to Deliver the Main Message” by Parida Manomaiphul in the context of theatre play development. This article C sought to develop a process of writing the non-linear play and how to convey the main message to the audience through the non-chronological structure.

The article titled “What are the Key Factors Influencing Successful Implementation of Accounting Information Systems for Resource Planning? A Case Study of Rubber Wood

Companies in Thailand” by Sutira Limroscharoen, Apinya Duangphakdee and Muttanachai Suttipun evaluated the success level of accounting information systems (AISs) for resource planning of rubber wood companies in Thailand and investigated the influence of the key factors on successful implementation of AISs for resource planning of rubber wood companies in Thailand. Results indicated that the average success level of AISs for resource planning of rubber wood companies was at the high level.

The article “Development of Business Strategies of Community Enterprise Entrepreneurs: A Case Study on Herbal Product Business in Lower Central Region 1” by Wanichyada Wajirum and Kanyamon Inwang is a qualitative study that describes the features of the business operation, method of development of business strategy, success of business of community enterprise entrepreneur group and proposed five major approaches to enhance business development.

The article on “A Model for Competitive Service Level of Logistics Service Providers in Thailand - Vietnam – China” authored by Pisoot Thankdenchai, Tharinee Manisri, and Subin Yurarach investigates the serviceability in developing the competitive service level model in logistics transport business. This study enriches organizational re-design and development for success and best practice towards logistics business competitiveness.

The journal editorial board appreciates the contributing authors and the experts who did the double blind peer reviews in their continuous support in ensuring the quality of our publication.